

# LAS VEGAS AGE

SOUTHERN NEVADA'S LEADING NEWSPAPER

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## A WELCOME

Once each year we have the privilege of extending a welcome to a hundred or so of San Diego people who come here to see Hoover Dam and visit Las Vegas. Having known some of them for many years and remembering the fine wholesome men and women who joined with us a year ago in a little frivolity at a dinner with the Chamber of Commerce. The Age this time extends a welcome just as warm and sincere as Las Vegas can provide.

We hope that many Las Vegas people will join with the Chamber of Commerce at the "San Diego" dinner this evening and not only help extend hospitality to our visitors, but have a royal good time themselves.

Besides, we should remember that extending the hand of friendship to our visitors is a mighty important part of our civic duties.

## THE CROSSES

A friend, recalling the custom in some part of the country, recommends that we institute a "cross planting" campaign now that the tree planting season is ended.

He would have us select our most heavily traveled traffic artery—Boulder Highway—and then consult the coroner and list the names of those whose lives have been sacrificed to the twin demons of Speed and Drunk Driving.

Then he would induce the authorities to plant a white cross along the Highway to mark the death place of each of the many victims. And what a fence those crosses would make along Boulder Highway! And what a threat those gaunt arms would be to those who are tempted toward reckless driving!

That hedge of white crosses would, probably, encourage some of us to drive with care. But, like the white stripe up the middle of the pavement, death crosses would have little if any meaning to the smart fellows who love to mix whiskey with their gasoline.

## REGULATING LIQUORS

The Board of Commissioners of the City of Las Vegas is having a busy time trying to smooth out the wrinkles in the city ordinance regulating and licensing the sales of liquor.

At first glance it seems a simple matter to pass an ordinance to cover the subject. And the board last December, after some study and listening to the advice of many hastily adopted an ordinance.

Now, however, we find that there are many inequalities in the measure. And worse, there are little, and seemingly unnecessary, annoyances which are to the advantage neither of the city nor of the dealer, but to provoke mildly, perhaps, the patrons of the bars, cabarets and other places where liquor is sold.

It would require the wisdom of a board of Solomons to write a perfect liquor ordinance, and The Age has no ambition to try to fix the conditions under which liquor may be sold in Las Vegas.

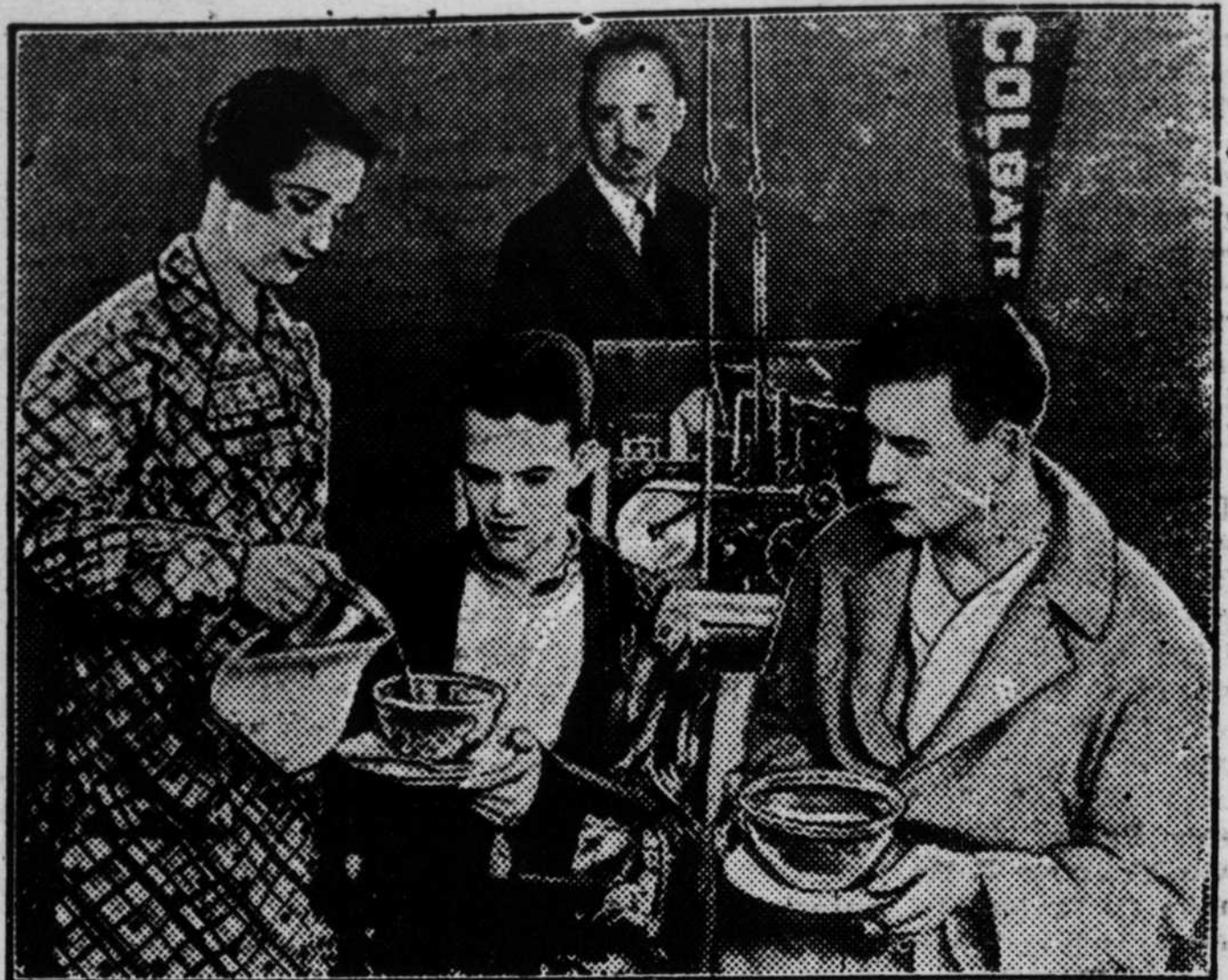
We would, however, suggest that part of the difficulty with the present ordinance is that it is unduly complicated. It provides for a number of different kinds of licenses at varying prices. It attempts to say just how each dealer must conduct his business and imposes some restrictions which are not alone useless, but annoying and expensive.

We have by common consent it seems, adopted the policy of catering to tourists and those who, while in the "wild-west" state of Nevada, would experience the thrill of a little wager on the roulette; a little drink over a bar; and perhaps, a little dance to the music of one of our cabaret orchestras.

Of course the matter of revenue is important. Yet we should neither set the license fees so high as to invite evasion, nor so low as to lose needed revenue. And we should strive to simplify the regulations and remove annoying restrictions.

Above all, we should study our chief industry—the entertainment of travelers—and see to it that our visitors are properly entertained and never defrauded or overcharged. One case of unfair treatment of a tourist will cost Las Vegas more in real money than we can estimate. But once the reputation for fair dealing and hospitable and generous treatment of our visitors is established, we have a resource beyond price.

## Scientific Sanction for Pantry Raiders



Dr. Laird, in the background, looks on while two of the adult subjects of the sleep test prepare to enjoy their cereal bedtime snack. The instrument in front of Dr. Laird is the somnokinograph, the most delicate sleep recording device ever developed, which is connected by wires to the beds in the sleep chamber.

**A**RE you a pantry raider? If you are one of those people who like to raid the pantry for a snack just before going to bed, you now have scientific sanction for your habit. A light, before-bed-time snack should make you sleep better and sweeter.

At Colgate University, Dr. Donald A. Laird, director of the psychological laboratories, has just completed his investigation of the part played by both hunger and indigestion in causing restless or sleepless nights. Shortly before going to bed, a group of adult subjects were fed, during one experimental period, a

dish of the familiar corn flakes and milk; during another period, a less easily digested bed-time snack; and during a third period, nothing at all. In every case, the subjects slept better on the "cereal nights," than on the "snackless nights" or the nights when the snack was a less digestible one.

How each subject slept each night was recorded for Dr. Laird by a number of delicate scientific instruments, including a somnokinograph, which records on a long strip of paper every movement in bed during the night; even so slight a movement as a two-inch shift of the hand.

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